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- SportsChannel ready to clear the bases
- Championship decision heads to boardroom
- Footballs fill the air in industry moves
- New game of numbers fuels some old fires

# CableVision™

The news and features weekly of the cable television industry

May 24, 1982

CVFL20014CON452 05/30/82(1)
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

CableVision | May 24, 1982. Volume 7, Number 37

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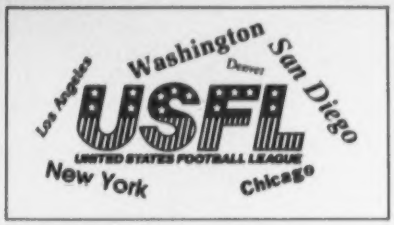
Member of the Audit Bureau of Circulation.




### Coming up footballs

While league owners (cable entreprenuer Bill Daniels among them) were announcing the creation of the fledgling United States Football League last week, the NFL Players Association was preparing a strike plan with an eye on cable. **Leading the week, pages 13-16.**

### Technical decision

The middleweight championship bout between Marvin Hagler and Thomas Hearns is stalled by accidental injury, suits, countersuits and an intense rivalry that goes beyond the ring and into the boardroom. **Leading the week, pages 13-16.**

### Dramatic influence

WASEC senior vice president of programming Robert Pittman addressed an overflow crowd at the National Academy of TV Arts and Sciences luncheon, focusing on the impact of cable on the audience's lives. **Leading the week, pages 13-16.**

### State of cable

HBO president Jim Heyworth discussed the state of cable and pay television strategies in HBO's programming mix before a Women in Communications luncheon audience last week. **Leading the week, pages 13-16.**

### Yankees clipped on?

Despite acknowledgements that SportsChannel finally won cable television rights to Yankee games, a pin-striped steel curtain has dropped on news of the attention-getting deal. **Page 18.**

### Jolly Roger flying

The National Association of Theater Owners charge that Universal is hatching a pay-per-view showing of its *Pirates of Penzance* blockbuster this Christmas. Universal and two STV operations say otherwise. **Page 19.**

### Revolutionary additions

Although poor programming and the audience numbers bugaboo make many retailers cable-shy, some, like furniture dealer Ethan Allen, are bypassing network shows and the numbers game to produce original cablecast programs. **Page 22.**

### Crunching numbers

Advertisers spent an estimated $31.29 million on the major cable networks in the first quarter of 1982, more than half of which went to WTBS. Those findings highlight the Broadcaster Advertisers Reports' first quarterly report from its new cable network monitoring service. **Page 28.**

### Big time borrowing

The cable industry is borrowing more and more money—much of it in short-term floating rate bank notes—to finance construction of new franchises and rebuilds, according to Warburg Paribas Becker's eighth annual cable financial report. **Page 55.**

### Footing the bill

Four major consumer groups claim that AT&T has used money derived from customer bill payments to fund its $2 million lobbying campaign against H.R. 5158. AT&T maintains that it is shareholders' money, not ratepayers' fees, that is going into its fight against the bill. **Page 64.**

### This week in *CableVision Plus*

Business and financial programming proliferates as the nation focuses on the state of the economy. It hasn't been smooth sailing for the major contenders, however, as they vie for attention and advertising support. Lean and mean—that was the ESPN profile in its coverage of the NFL Draft. Working long hours on a slim budget, ESPN staffers did their homework—and it paid off in the end. An overview of ethnic programming rounding out this week's theme, delves into the hows and whys of cultural narrowcasting. **Pages 29-52.**

# Crunching numbers

## BAR report provides new insight about cable advertising totals

NEW YORK—Advertisers spent an estimated $31.29 million on the major cable networks in the first quarter of 1982, more than half of which went to WTBS. Those figures are based on data compiled by Broadcaster Advertisers Reports.

The findings, released last week, highlight BAR's first quarterly report of its new cable network monitoring service. The data, however, has come under criticism from both cable and ad agency executives.

Industry insiders, while pleased to see more data being reported on cable, have reservations about the report's thoroughness. According to agency executives, the estimates of advertising expenditures "lack credence" because they fail to reflect special financial arrangements. While most cable executives refused public comment, Entertainment and Sports Programming Network advertising vice president Michael Presbrey told *CableVision*, "If, indeed, the total number is $31 million, then the numbers (for ESPN) are off."

Despite the criticism, most industry officials are reacting positively to this new outlet for cable data. "It's a good step," said Cabletelevision Advertising Bureau's Bruce Hoban. "It adds to the credibility of cable advertising and is an assurance to the advertiser that cable networks are responsibly carrying their commercials."

Hoban, along with other cable and advertising executives, would like to see BAR eventually expand its base of networks.

Expenditures currently being reported for Cable News Network, ESPN, USA Network and WTBS show that nearly 50 percent of the advertising dollars were spent on spots airing between 6 p.m. and midnight, with about 17 percent going for direct-response advertising.

Advertisers favored WTBS, spending more on that network ($16.2 million or 51.9 percent of the total) than they did on the other three combined. ESPN followed, receiving $5.53 million (17.7 percent), while CNN recorded $5.31 million (17 percent) and USA took in $4.18 million (13.4 percent). USA's share might have been higher, according to BAR, had it not devoted a "significant number of daytime hours" to C-SPAN coverage, discontinued April 1.

The total dollar expenditures equaled about 2.1 percent of total revenues estimated by BAR for the three broadcast networks during this same period. BAR emphasized that the data disproves current speculation that the cable networks would be primarily supported by direct-response advertising. Direct reponse was in the minority in both inventory and dollars. The report found that 68 percent of units and 83 percent of the dollars were spent on conventional product advertising while 32 percent of the inventory and 17 percent of the dollars went for direct response. BAR also noted that nearly all of the $54 million allotted for direct-response advertising was on CNN, ESPN and WTBS.

There appears to be little connection between the number of units bought and the amount paid. Nighttime represented 32 percent of the inventory sold and 49.3 percent of the dollars, while late night, which ranked second in the number of units sold (22.3 percent), accounted for only 12.5 percent of advertising expenditures. Weekday daytime, while selling the smallest amount of advertising at 3.4 percent, was second highest in expenditures with 22.5 percent.

According to the report, 364 companies advertised on the four networks during the quarter. General Foods was the largest corporate advertiser, spending $2.3 million, followed by Anheuser-Busch at $1.6 million, Time Inc. and Proctor & Gamble at $1.4 million, and American Home Products at $1.2 million. The top 10 advertisers accounted for more than 34 percent of all advertising on the four cable networks.

BAR noted that all of the top 20 companies using conventional network television were also active on the cable networks. All but six of top 50 broadcast advertisers used cable during the first quarter.

Of the 932 products being advertised, from Ace Hardware to Zipps sneakers, the top spender on cable, according to BAR, was Kellogg's cereals, which spent slightly more than $1 million, followed by A-B at $549,000, Toyota autos and trucks at $545,000, Maxwell House coffees at $543,000 and *Time* magazine at $505,000.

The top 10 brands represented eight different product categories. The most heavily advertised product class was automotive, which recorded spending of $2.5 million. Beer was second at $2.3 million, followed by magazines at $2.1 million, cereals at $2 million, audio and video recording equipment at $1.6 million, and candy and gum at $1.3 million.

*—Karen Bloom and David Stoller*

**Estimated advertiser expenditures by cable network**

| Network | Expenditures | Percent |
|---|---|---|
| WTBS | $16,251,000 | 51.9 |
| ESPN | 5,539,000 | 17.7 |
| CNN | 5,316,000 | 17.0 |
| USA | 4,187,000 | 13.4 |
| Total | 31,293,000 | 100 |

Source: BAR Cable TV Network Service, First Quarter, 1982.

**Estimated expenditures of top 10 product categories**

| Rank | Product classification | Estimated expenditures |
|---|---|---|
| 1 | Passenger cars, trucks | $2,499,714 |
| 2 | Beer | 2,310,204 |
| 3 | Magazines, newspapers, other media | 2,084,988 |
| 4 | Cereals | 2,046,341 |
| 5 | Audio, video recordings | 1,565,250 |
| 6 | Candy, gum | 1,257,929 |
| 7 | Coffee, tea, cocoa | 1,102,643 |
| 8 | Headache remedies, sedatives, sleep products | 966,622 |
| 9 | Cable networks* | 702,752 |
| 10 | Cold, cough, sinus remedies | 610,584 |

*HBO, Movie Channel, etc.

Source: BAR Cable TV Network Service, First Quarter, 1982.

## Notes

### GalaVision launches campaign

GalaVision is introducing a new national ad campaign to promote the network's expanded hours and dubbed American shows in its program line-up. The 60-second spot, which uses a synthesized Latin-beat jingle, features Tostitos commercial spokesman Fernando Escandon.

### Contracts hit $2.5 million

More than $2.5 million in advertising commitments were recorded by ESPN in March. Recent newcomers to ESPN sponsorship include Control Data, Northwestern Bank, British Airways and Nabisco.

# Ethnic programming at a glance

| Genre | Content | Sub count |
|---|---|---|
| **Black Entertainment Television<br>Washington, D.C.<br>via USA Network<br>until 8/82** | Black college sports, gospel music, black public affairs, black classic movies, *Showtime at the Apollo* and other talk and variety programs. | 9.2 million<br>852 systems |
| **The English Channel<br>Los Angeles, CA<br>(carried via USA Network)** | Anthology series, concerts, English history and art, films and programming from Britain, Australia and Canada. (All programs in English.) | 11 million<br>1,700 systems |
| **Telefrance USA<br>SPN Inc., Tulsa, OK<br>(Part of Telefrance USA Ltd. New York & Paris)** | Drama, variety specials, classic films, language courses, cooking shows, reviews of Franco-American news and features, among other shows. (Programs in French with English subtitles.) | 4.4 million<br>471 systems |
| **TeleFrance in the Morning<br>MSN, New York, NY<br>(Part of TeleFrance USA Ltd. New York & Paris)** | Cordon Bleu cooking, *French Carosel*, romantic/historical series, French films and cultural programs. (Programs in French with English subtitles.) | 4.1 million<br>541 systems |
| **Windows of the Orient<br>SPN Inc., Tulsa, OK** | Movies, documentaries, sports, news, variety, entertainment from Japan, Korea and other Oriental countries. (All programs in English or with English subtitles.) | 6 million<br>480 systems |
| **The Jewish Television Network<br>JTN, Los Angeles, CA** | Drama, entertainment, Jewish law and commentary, children's programs, Yiddish programs, Jewish news and public affairs. | approximately 120,000 homes via Theta Cable |
| **Hello Jerusalem<br>SPN Inc., Tulsa, OK** | Written and produced in Israel, focuses on Israeli culture, history, sports and society. Also features current news items, local industries, education and government. | |

| Genre | Content | Sub count |
|---|---|---|
| **National Jewish Television<br>Riverdale, NY** | Jewish news and public affairs discussion shows, folklore, movies and entertainment features. (Programs in English, Hebrew and Yiddish.) | 86 systems,<br>1,837,500 homes |
| **Ireland's Eye*<br>Irish Export Board, New York<br>Radio Telefis Eireanne, Dublin<br>*Suspending production end of May 1982** | News of Ireland and Europe, sports (hurling, steeplechasing, soccer, handball, golf, auto and hound racing), music, talk and variety shows plus *The Armchair Theater*, akin to American soap operas. | 4.4 million<br>471 systems |
| **Studio I<br>Volani Broadcasting Inc. NY<br>(Subsidiary of Volani International Ltd. founded summer, '81; cancelled Feb. '82** | General interest Italian films, news of Italy, talk and variety shows featuring Italian and Italian-American subjects. (All programs dubbed in English.) | SPN's 4.4 million<br>471 systems<br>46 states |
| **Mediterranean Echoes<br>SPN Inc., Tulsa, OK** | Music, art, drama, ancient archeological discoveries and other features from Greece, Cyprus, Saudi Arabia and Egypt. (All programming narrated in English except Arabic program subtitled in English.) | 4.4 million<br>471 systems |
| **Visions of Asia/USA<br>SPN Inc., Tulsa, OK** | Music, variety, news of India. (All programs in English.) | 4.4 million<br>471 systems |
| **GalaVision<br>New York, N.Y. (subsidiary of SIN)** | First-run movies, novelas, sports events, boxing, soccer, jai alai, baseball, bullfighting, specials, mini-series. (All programming in Spanish.) | 200,000<br>250 systems |
| **National Spanish Television Network (SIN)<br>New York, N.Y.** | World Cup soccer, talk shows, SIN Television News, movies, novelas, boxing, variety specials. (All programming in Spanish.) | 177 systems<br>(15 million homes estimated) |

# Top 50 financial overview

The companies listed here are 50 of the top firms involved in the cable television industry ranked by total revenues. All dollar figures are in millions.

| Company | Total revenues '81 | '80 | %ch. | Total assets '81 | '80 | %ch. | Operating income '81 | '80 | %ch. | Net income '81 | '80 | %ch | Cable revenues '81 | '80 | %ch | Identifiable assets '81 | '80 | %ch | Stock prices '81 hi/lo | '80 hi/lo |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| General Electric | 27,240 | 24,959 | +9.1 | 20,942 | 18,511 | +13.1 | N/A | | | 1,652 | 1,511 | +9.0 | N/A | | | N/A | | | 69⅞/51⅛ | 63/44 |
| Getty Oil | 13,251 | 10,436 | +26.9 | 9,536.4 | 8,266.7 | +15.3 | N/A | | | 856.9 | 871.9 | -1.7 | N/A | | | N/A | | | 93½/55¼ | 108¼/65½ |
| GTE[1] | 11,026 | 9,979 | +10.5 | 21,113.3 | 19,525 | +8.1 | 110 | 131 | -16 | 690 | 447 | +54.4 | 2,238 | 2,110 | +6.1 | 1,769 | 1,673 | +5.7 | 34¼/24⅝ | 29¼/23 |
| Westinghouse[2] | 9,367 | 8,514 | +10 | 8,316.2 | 6,815.4 | +22 | 78.1 | 64.4 | +21.3 | 438 | 402 | +8.7 | 431 | 266 | +62 | 1,376.2 | 204.5 | +57.3 | 34½/23 | 32½/19 |
| RCA[3] | 8,004.8 | 8,001.3 | 0 | 7,856.7 | 7,147.6 | +9.9 | 83.1 | 90.9 | -8.6 | 54 | 315 | -82.9 | 269.8 | 253.5 | +6.4 | 693.4 | 579.9 | +19.5 | 32¼/16¾ | 33/18½ |
| American Express[4] | 7,211 | 6,366 | +13.3 | 25,103 | 22,608 | +11 | -10 | 0 | | 518 | 462 | +12.1 | 109.5 | 58 | +88.8 | N/A | | | 54¾/37½ | 40⅜/25¼ |
| Gulf+Western | 5,702.5 | 5,338.5 | +6.8 | 5,893.2 | 5,416.8 | +8.7 | N/A | | | 290.9 | 255.3 | +13.9 | N/A | | | N/A | | | 22¼/14 | 18⅝/10⅜ |
| CBS Inc.[5] | 4,105.2 | 4,062.1 | +1.5 | 2,425.6 | 2,301.2 | +5.4 | 299.6 | 248.8 | +20.6 | 163.8 | 193 | -15.1 | 1,919.9 | 1,701.4 | +12.8 | N/A | 641.8 | | 61¼/46 | 55¾/50¼ |
| Penn Central[6] | 3,348.8 | 2,013.7 | +66 | 3,394.9 | 2,726 | +24.5 | 18.7 | | | 168.7 | 93.6 | +80 | 286.6 | | | 374.9 | | | 32⅝/31⅛ | 21⅛/9⅜ |
| Time Inc.[7] | 3,296.4 | 2,800 | +17.7 | 2,754.8 | 2,322.6 | +18.6 | 123 | 93 | +32.2 | 148.8 | 141.2 | +5.4 | 618 | 410 | +50.7 | 863 | 597 | +44.5 | 41⅜/26⅝ | 31⅛/19 |
| Warner Communications[8] | 3,237.2 | 2,059 | +57.2 | 2,673.6 | 1,768.8 | +51.2 | -100 | 0 | | 226.5 | 137.1 | +65.2 | 109.5 | 58 | +88.8 | N/A | | | 58⅝/35⅜ | 40¾/17¼ |
| North American Philips[9] | 3,030.4 | 2,171.4 | +39.5 | 1,854.1 | 1,517.9 | +22.1 | 43.3 | 34.3 | +26.3 | 104 | 74.5 | +39.6 | 690.8 | 529.9 | +30.3 | 346.8 | 307.4 | +12.8 | 59⅝/35¾ | 39⅞/23½ |
| ABC | 2,443.7 | 2,280.4 | +7.2 | 1,588.3 | 1,418.3 | +12.0 | N/A | | | 146.3 | 146.3 | +0 | N/A | | | N/A | | | 38¼/27 | 39¼/25⅝ |
| Times Mirror[10] | 2,130.8 | 1,868.9 | +14.0 | 1,917.2 | 1,734.8 | +10.5 | 64.2 | 47.2 | +35.8 | N/A | 139.2 | | 190.6 | 139.9 | +36.2 | 421.9 | 338.7 | +24.6 | 58½/39¾ | 45⅝/28¾ |
| Pioneer[11] | 1,433.8 | 1,320.0 | +8.6 | 1,158.6 | 918.1 | +26 | | | | 63.8 | 86.2 | -25.9 | 94.3 | 74.0 | +27 | | | | 31⅜/16¼ | 19⅛/10½ |
| Tribune Company[12] | 1,406.3 | 1,233.3 | +14.0 | 1,363.9 | 1,071.3 | +27.3 | 27.1 | 25.5 | +6.2 | 9.1 | 78.0 | +14.2 | 154.1 | 126.0 | +22.3 | 267.2 | 144.8 | +84.5 | Private firm | |
| MCA Inc. | 1,329.0 | 1,297.1 | +2.5 | 1,367.7 | 1,390.6 | -1.6 | | | | 89.8 | 137.6 | -34.8 | N/A | | | | | | 59/38⅜ | 57⅜/44⅛ |
| Zenith Radio | 1,275.2 | 1,185.9 | +7.5 | 743.2 | 655.4 | +13.4 | N/A | | | 15.6 | 26.4 | -40.9 | 109.0 | 81.0 | +34.5 | | | | 21½/10¼ | 21¼/7⅞ |
| Knight-Ridder | 1,237.1 | 1,098.5 | +12.6 | 984.7 | 862.4 | +14.2 | N/A | | | 100.4 | 92.9 | +8.1 | N/A | | | N/A | | | 41¾/26¾ | 32⅛/19⅛ |
| Sammons Enterprises[13] | N/A | 1,200 | | N/A | 945 | | 7.1 | 3.4 | +108 | N/A | 48.0 | | 59.5 | 50.2 | +18.5 | 106.2 | 97.4 | +9 | Private firm | |
| Centel[14] | 1,020.4 | 895.3 | +13.9 | 2,036.3 | 1,899 | +7.2 | 17.3 | 15.1 | +15.2 | 104.5 | 91.9 | +13.7 | 155.8 | 129.4 | +20.4 | 137.4 | 71.4 | +92.7 | 35¾/23⅛ | 27⅞/21¼ |
| Walt Disney | 1,005 | 944.5 | +6.5 | 1,610.0 | 1,347.4 | +19.5 | | N/A | | 121.5 | 135.2 | -10.1 | N/A | | | N/A | | | 67⅛/41¾ | 53¾/35½ |
| New York Times[15] | 845.2 | 733.2 | +15.3 | 598.9 | 449.5 | +33.2 | 3.5 | 3.8 | -8.2 | 50.0 | 40.6 | +23.1 | 36.8 | 17.3 | +113.3 | 133.8 | 48.4 | +176.1 | 38½/26½ | 38/18 |
| General Instrument[16] | 698.6 | 618.6 | +12.9 | 734.6 | 642.6 | +14.3 | 82.3 | 36.2 | +127.5 | 65.5 | 49.3 | +33.0 | 301.3 | 193.2 | +56 | 107.1 | 76.9 | +39.3 | 97½/74¼ | 54/40¾ |
| Insilco Corp.[17] | 684.9 | 641.8 | +6.7 | 594.9 | 537.5 | +10.7 | 7 | 5.2 | +34.5 | 34 | 30.4 | +11.7 | 120 | 100.3 | +19.6 | 69.4 | 51 | +36.0 | 23¾/14⅛ | 23⅜/10¼ |
| Dow Jones & Co. | 641 | 530.7 | +20.8 | 532.1 | 396.6 | +34.2 | | N/A | | 71.4 | 58.9 | +21.2 | N/A | | | N/A | | | 55¼/29⅝ | 31½/17½ |
| Capital Cities Comm.[18] | 573.8 | 472.1 | +21.5 | 697.6 | 520 | 34.2 | (3.1) | (2.5) | -22.3 | 80.5 | 70.8 | +13.7 | 21.4 | .03 | +712.3 | 186 | 9 | +1,964 | 80½/56½ | 72/40 |
| M/A-COM Inc. | 514.7 | 341.5 | +50.7 | 517.7 | 260.1 | +99 | 30 | 18.0 | +66.2 | 40.3 | 26.7 | +51 | 180.5 | 108.9 | +65.7 | 95.3 | 70.4 | +35.3 | 35½/20⅛ | 25¾/7¾ |
| Oak Industries[19] | 507.1 | 385.6 | +31.5 | 609.3 | 408.7 | +49.1 | 53.8 | 32.6 | +65.3 | 30.4 | 20.1 | +51.5 | 260.5 | 161.4 | +61.5 | 291 | 130 | +123.7 | 38½/21⅛ | 25¼/13⅛ |

| Company | Total revenues '81 | '80 | %ch. | Total assets '81 | '80 | %ch. | Operating income '81 | '80 | %ch. | Net income '81 | '80 | %ch | Cable revenues '81 | '80 | %ch | Identifiable assets '81 | '80 | %ch | Stock prices '81 hi/lo | '80 hi/lo |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rollins Inc.[20] | 454.6 | 400.4 | +14 | 313.5 | 281.0 | +12 | 18.3 | 16.2 | +13 | 44.4 | 35.3 | +26 | 62.1 | 54.7 | +13.5 | 52.6 | 45.9 | +14 | 22½/13⅜ | 15⅜/17⅞ |
| Anixter Brothers | 441.5 | 363.6 | +21 | 198.3 | 161.6 | +23 | | N/A | | 18.5 | 15.3 | +21 | N/A | | | N/A | | | 20⅞/12⅛ | 19½/5½ |
| Wometco Enterprises | 434.2 | 357.2 | +21.5 | 448.2 | 337.6 | +32.7 | 4.7 | 3.5 | +33.3 | 24.4 | 20.8 | +17.3 | 33 | 20.4 | +61.9 | 95.9 | 63.2 | +51.9 | 25¼/14¾ | 17⅜/9⅜ |
| Cox Communications | 403.5 | 309.2 | +30.5 | 604.4 | 461.3 | +31 | 30.5 | 21.8 | +39.7 | 55.5 | 56.4 | -1.6 | 188.5 | 125.9 | +49.7 | 391.1 | 252.5 | +54.9 | 39⅛/27⅛ | 30⅜/15 |
| Playboy Enterprises | 388.9 | 363.2 | +7 | 291.9 | 320.5 | -8.9 | | N/A | | 14.3 | 13.1 | +9.7 | N/A | | | N/A | | | 17⅜/10½ | 19½/11 |
| Harte-Hanks[21] | 348.5 | 303.7 | +14.8 | 397.8 | 341.2 | +16.5 | 16.5 | 16.5 | 0 | 25.4 | 22.7 | +11.7 | 68 | 62.2 | +9.3 | 128.2 | 116.4 | +10.1 | 40¾/29 | 35/19⅝ |
| Taft Broadcasting[22] | 307.7 | 194.3 | +58.3 | 626.4 | 544.9 | +14.9 | | N/A | | 36.5 | 29.3 | +38.5 | N/A | | | N/A | | | 34/24¼ | 35¼/20 |
| Scientific-Atlanta | 277.3 | 192 | +44.4 | 197.2 | 138.9 | +42 | | N/A | | 19 | 12.7 | +49.4 | N/A | | | N/A | | | 34¾/18⅛ | 22⅞/8 |
| Storer Broadcasting | 276.4 | 197.1 | +40.3 | 844.6 | 505.8 | +67 | 5 | 5.2 | -3.5 | 31.9 | 24.8 | +28.5 | 132.7 | 68.3 | +94.2 | 629.1 | 335.6 | +87.5 | 43/23¾ | 43/36 |
| Affiliated Publications | 236 | 206.5 | +14.3 | 125.6 | 105 | +19.7 | | N/A | | 14.2 | 12.9 | +10.5 | N/A | | | N/A | | | 33¾/26⅝ | 32½/14½ |
| Viacom International | 210.4 | 160.1 | +31.5 | 443.6 | 367.9 | +20.6 | 15.7 | 14.8 | +6.2 | 18.9 | 15.8 | +20.1 | 85.2 | 66.3 | +28.5 | 150.1 | 99.9 | +50.2 | 32½/22 | 29½/15⅝ |
| Multimedia Inc. | 195.3 | 163.6 | +19 | 256.1 | 211.1 | +21 | 3.3 | 1 | +233.2 | 25.8 | 21.6 | +19.5 | 19.4 | 8.9 | +117 | 76.9 | 38.6 | +99.5 | 37¼/27 | 32/15 |
| Tele-Communications Inc. | 181.4 | 124.4 | +45.8 | 608.3 | 348.6 | +75 | 30 | 19.7 | +52.2 | 12.8 | 8.3 | +55.6 | 167.7 | 111.9 | +49.9 | 574.2 | 275.7 | +108.3 | 31¾/16⅝ | 29⅝/7⅜ |
| Augat Inc. | 173.9 | 161.6 | +7.6 | 166.5 | 149.4 | +11.4 | | N/A | | 20.1 | 18.3 | +10.1 | N/A | | | N/A | | | 34/23¾ | 31⅜/14⅛ |
| Burnup & Simms[23] | 167.4 | 152 | +10.2 | 139.9 | 104.9 | +33.4 | 8.2 | 5.5 | +48.4 | 6 | 5.9 | +1.3 | 89.9 | 50.1 | +79.6 | 31.8 | 23.9 | +32.7 | 17⅞/8½ | 11½/5⅜ |
| Continental Copper & Steel[24] | 165.5 | 180.7 | -8.4 | 96.4 | 101.4 | -4.9 | 2.4 | 5.7 | -58.3 | 6.7 | 4.5 | +49.5 | 106.8 | 122.3 | -12.7 | 52.2 | 52.4 | -45 | 8½/5¾ | 8⅞/5 |
| Rogers Cablesystems[25] | 109.6 | 70 | +56.5 | 421.3 | 306.2 | +37.6 | | N/A | | 2.6 | 12.4 | -79 | N/A | | | N/A | | | 13¼/5⅜ | 14⅜/4⅜ |
| Turner Broadcasting[26] | 95 | 54.6 | +74 | 77 | 54 | +42.4 | 6.9 | 5.9 | +218.2 | (13.4) | (3.6) | -275.5 | 83 | 42.7 | +94.4 | 47.1 | 34.5 | +36.8 | 20/6½ | 8⅜/6⅜ |
| Scripps-Howard[27] | 87.3 | 77 | +13.4 | 112.8 | 93.3 | +20.9 | | N/A | | 19.2 | 16.5 | +16.6 | N/A | | | N/A | | | 23¼/11⅜ | 16½/12¾ |
| Heritage Comm. | 77.2 | 25.1 | +207.6 | 111.8 | 67.3 | +66.2 | 6.2 | 2.7 | +130.5 | 3.8 | 1.8 | +113.7 | 27.5 | 13.8 | +98.3 | 72.9 | 55.9 | +30.4 | 16½/8 | 18¼/5⅜ |
| United Cable Television | 62.8 | 44.7 | +40.6 | 155.4 | 98.3 | +58 | | N/A | | 7.9 | 6.5 | +21.2 | N/A | | | N/A | | | 36¾/14⅞ | 16¼/7⅜ |

[1]Cable revenues, operating income and identifiable assets represent the communication products division, which includes cable television.
[2]Cable revenues, operating income and identifiable assets represent the broadcasting and cable divisions.
[3]Cable revenues, operating income and identifiable assets represent the communications division, which includes cable television.
[4]Cable revenues and operating income were estimated.
[5]Cable revenues, operating income and identifiable assets represent the broadcasting division, which includes cable television.
[6]Cable revenues, operating income and identifiable assets represent the wire and cable manufacturer, G.K. Technologies Inc., which was acquired in 1981.
[7]Cable revenues, operating income and identifiable assets represent WOTV, Time-Life Films and cable television.
[8]Cable revenues, operating income and identifiable assets were estimated.
[9]Cable revenues, operating income and identifiable assets represent the professional equipment division, which includes equipment for cable television.
[10]Cable revenues, operating income and identifiable assets include the broadcast division and the cable division.
[11]Cable revenues include revenues from laser disc players and discs, dictating machines, telephone answering devices, loud speakers and playback equipment.
[12]Cable revenues, operating income and identifiable assets represent the broadcasting, entertainment and cable divisions.
[13]Cable revenues, operating income and identifiable assets represent Sammons Communication, a subsidiary which deals only in cable television.
[14]Cable revenues, operating income and identifiable assets represent the communications and video operations, which includes cable television.
[15]Cable revenues, operating income and identifiable assets represent the broadcasting division, which includes cable television.
[16]Total revenues, net income and total assets are third quarter figures (11/30/81). Cable revenues, operating income and identifiable assets represent the broadband communications division.
[17]Cable revenues, operating income and identifiable assets represent Times Fiber, a subsidiary with 80 percent CATV related sales.
[18]Cable revenues, operating income and identifiable assets include the July 1981 acquisition of CableCom General.
[19]Cable revenues, operating income and identifiable assets represent Oak's two cable systems, STV and cable equipment.
[20]Cable revenues, operating income and identifiable assets represent the media group, which includes television, radio and cable operations.
[21]Cable revenues, operating income and identifiable assets represent the broadcasting group, which consists of television, radio and cable television.
[22]Total revenues, net income and total assets are nine month figures (12/31/81).
[23]Total revenues, and net income figures are third quarter 1982 (1/31/82). Cable revenues, operating income and identifiable assets represent CATV, REA and electrical equipment divisions.
[24]Cable revenues, operating income and identifiable assets represent total wire and cable production.
[25]Cable revenues, operating income and identifiable assets are identical to total figures. Rogers is solely a cable company.
[26]Cable revenues, operating income and identifiable assets represent the broadcasting and cable television divisions.
[27]Scripps-Howard is owned by E.W. Scripps (70 percent).